

**ABSTRACT**

2       A system and method for switching targeted advertisements is described. In one  
3 embodiment one primary advertisement is assigned to a first channel, where the first  
4 channel carries a program. At least one alternate advertisement is assigned to one or  
5 more alternate channels. Selected set top terminals switch to one or more of the alternate  
6 channels to display alternate advertisements, where the selection of the alternate channel  
7 is based on information related to users of the set top terminals.